

Draft Until Approved
**Avila Beach Tourism Alliance
Board Meeting Minutes**

May 8, 2013 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

Board Members Present:

Charles Crellin, Sycamore Mineral Springs Resort
Katie Manley, Avila Village Inn

Others Present:

John Sorgenfrei, TJA
Rick Turton, Pacific Leisure/TJA
Kaci Knighton, TJA
Shirley Goetz, Avila Beach resident
Di Strachan, Stewardship Traveler Program
Stephanie Rowe, ABTA Admin

Absent: Kim Silverman-Hodge, Avila Lighthouse Suites (MLOA/excused)

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** by Chair Charles Crellin at 10:36 a.m.
2. **Public Comment:** Shirley Goetz noted that she will be presenting an application for funding the bird sanctuary designation signage at the June meeting.
3. **Consent Items:** The 4/10/13 minutes were approved for review and approval. A motion was made by Katie Manley, and seconded by Charles Crellin. With no further discussion, the 4/10 minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID Stat Summary and Financials Update:**
 - a. Cheryl gave an update on the CBID Stat Summary. Visits to WineCoastCountry.com have decreased due to Hearst Castle launching their new website. WCC.com use to be on Hearst Castle's homepage but it has been moved. They are working to get it back on the homepage.
 - b. There have been 127 projects approved by local funds for a total of \$1.174 million.
 - c. Key booking factors as noted by Trip Advisor: 21% want to come to the beach; 17% want culture and 15% want adventure tours. What motivates people to book? 45% said free wi-fi
 - d. Cheryl confirmed that the fund year-to-date with 18.20% of contributions is \$336,823.69 and less expenses totals \$259,441.51.
5. **Financials:** Stephanie confirmed that the collections for March were 13.81% for a total of \$11,721.75. Current funds are \$259,441.51 and the available balance after approved applications and anticipated expenses taken out totals \$204,736.89.
6. **Presentation(s):**
 - a. **Di Strachan, Stewardship Traveler Program Update:** Di gave an overview of the activities they have collected so far which are posted under the STP section on WCC.com. Avila has three activities posted so far. The deadline to submit new activities is July 1st and the launch date for the program is on August 1, 2013. Katie is working to launch the Avila Beach Clean-up & Tote Bag Gift program. This item will be on the next agenda for discussion.
7. **Committee Reports:**
 - a. **Outreach – Kim Silverman-Hodge:** (on maternity leave)
 - b. **Events and Marketing – Katie Manley:** None
 - c. **Stewardship Traveler Program – Katie Manley:** None
8. **Action/Discussion Items:**
 - a. **Amgen Tour of California Update and Expenses/Booth Giveaways:** Charles noted that all booths have been sold so there should be a nice contribution to the Avila Civic Association. The County has worked diligently on

logistics and tried to plan for all contingencies. Gardens of Avila Restaurant will be the featured "Taste of Avila" in the VIP tent.

- b. **TJA Activity Report on Amgen Marketing and PR:** John Sorgenfrei noted that he was working on a giveaway to ride in the Amgen pace car. There were many logistical issues to resolve so he was not sure where they were with it. John showed the TV Spot that will be shown during the Amgen coverage. He showed the video he produced with the winner of the WineCoastCountry.com giveaway as well as the updated Farmer's Market spot. John also noted that a writer from Westways magazine was coming during Memorial Weekend to write an article about Avila.

- c. **TJA Contract Proposal Discussion:** John presented his marketing and media plan to the board. The goal of the plan is to differentiate Avila Beach, build a sustainable brand message, and increase overnight stays.

A motion was made by Katie Manley, and seconded by Charles Crellin, to approve an investment not to exceed \$116,600 to move forward on the TJA Marketing and Media Plan for the time period of May 1, 2013 – April 30, 2014. With no further discussion, the marketing plan was approved by unanimous voice vote of the local Advisory Board.

- d. **U.S. Airways Reprint Layout Review:** John passed around the draft layout of the reprint and noted that he will send the soft copy to Stephanie for final approval by the board.

- e. **Sunset Savor the Central Coast/Adventure Tour Update:** Cheryl noted that the CBID will be paying Visit San Luis Obispo County to design, build and create the Wine Coast Country 700 square foot booth experience as one entity in the pavilion. Each region will have their own space within the booth. The central theme is water and the Stewardship Traveler Program will be incorporated. Cheryl will be meeting with Sea Life Center personnel to discuss the possibility of setting up a petting tank. The board needs to decide what to give away at Savor at the next meeting.

The Sunset Savor Adventure Tours have been launched online. Avila's tour is golf and wine/food at the Avila Golf Resort.

Cheryl noted that as a tour sponsor, the board would receive 2 tickets for a promotional giveaway. Also, each lodging property has the option of purchasing discounted tickets and they are encouraged to create a 3-night stay package. The package details will then be placed on the Savor lodging page.

- f. **Board Term Update:** Cheryl noted that there was some confusion about the board's terms. She confirmed that Charles' board term did not end for another two years to May, 2015. Katie and Kim's terms were originally set for two years ending in May 2013. Their terms will now end in four years.

- g. **TJA Activity Report/Website Analytics Update:** Kaci confirmed that the Avila Facebook page is up to 7,900 fans. She has been posting events on Facebook and Pinterest and pictures on Instagram. Rick confirmed that viewership of VisitAvilaBeach.com for the year is up 70% and referrals to the lodging pages are up 40%.

9. Future Agenda Items/New Business:

- a. Amgen Tour of California Debrief
- b. Bird Sanctuary Signage Application
- c. Avila Beach Clean-up and Tote Bag Funding
- d. 2013 Harvest Celebration application
- e. Savor Update / Giveaway Discussion and Funding / Ticket Promotion
- f. Potential Infrastructure Projects Funding Review
- g. Trip Advisor/dedicated tourism destination module
- h. Weather Station/Web Cam Monthly Maintenance Funding Review on May agenda
- i. Photo Asset Shot List Review (after CBID completes photo shoot)

10. Closing Comments: None

11. Next ABTA Local Fund Advisory Committee Meeting:

Date: June 19, 2013
Time: 10:30 am – 12:00 pm
Location: Sycamore Mineral Springs Resort Boardroom

12. Adjournment: The meeting was adjourned at 11:48 pm.